



Summer Clothes for Cheerful Children

Calling to your attention not only dresses for little girls—indeed not—but haberdashery (that's such a nice grown-up word) for redoubtable young men (very young). The kind of clothes that make Mother sigh and say: "What is the use of slaving over a sewing machine when I can buy such pretty things so inexpensively?"

Little Girls' Dresses

Kathy is feeling most awfully dressed up in her party frock of Normandy voile, with its piquet frill and applied flowers. It comes in Copenhagen, rose and tangerine. **\$3.89**

Mary Jane—practical young soul that she is—wears a checked voile with smocking and hand stitched collar and cuffs. Colors are green, lavender, red and tangerine. **\$1.88**

Sue looks fresh and pert in her white voile, with its smocking of contrasting color. The same dress comes in printed lawn of blue, rose, tangerine and lavender. **\$1.88**

And **Agatha**, being a little reticent, is half turned away from us so that we may see the perky bow organdie on her printed cotton frock. Rose, blue, tangerine and lavender. **\$1.88**

Sizes 2 to 6 years

Overalls

Peter is going to play in the sand pile—that's why he is wearing these nice overalls of khaki trimmed with red. His mother could have bought them in blue, too. They cost 59c and come in sizes from 2 to 6 years.

Sweaters

Fifi, on the other hand, thinks it's a little chilly to make sand pies. Her sweater is all wool, and may be had in buff, peacock, salmon, cardinal, brown or white. In two other models as well. **\$2.89**



Macy's—Third Floor, 35th Street, Rear.



139 Misses' Summer Frocks of Linen and Voile

—Hand-drawn work is the chief attraction—

\$9.74

Two models in fine quality linen, one with Peter Pan collar, the other with V neck and rolling collar. The third model of soft sheer voile has a square neck. All three styles are lavishly trimmed with exquisite hand-drawn work—the trimming preferred by the smart miss for her daintiest summer frocks. The colors in Linen are Copenhagen, maize, orchid, leather or white. The Voile Frocks can be had in maize, navy, white, flesh, orchid and black.

Sizes 14 to 18 years

Macy's—Third Floor, 35th Street, Front.

Guimpes to Wear With Sleeveless Dresses

\$1.39

Fine Valenciennes lace and dainty embroidered net are lavishly used to make these guimpes as attractive as possible.

They themselves are made of cool fine net, with short sleeves and cunning Peter Pan or Tuxedo collars.

In cream color.

Sizes up to 40

Macy's—Main Floor, Center, Broadway.

In the Misses' Own Section

Vacation Middy Blouses

For Children and Misses

89c

Summery, vacation middies, these are—with short sleeves, and cuff bottoms of white Jean, either plain or trimmed with blue, red or green checked gingham or Navy, red and rose linene.

There are other styles at this price, too. Also regulation middies with short sleeves.

Sizes 6 to 20

Macy's—Third Floor, Center, Rear.

"Marchioness" Elastic Girdles

are unusual at

\$3.89

Hooked in front, and made of firmly supporting surgical elastic. They are 14 inches long, have top finished with shirred ribbon and the front section of satin. Such corsets are ideal for summer sports wear, and for all times when one would be gracefully and comfortably corseted.

Sizes 24 to 32

Macy's—Third Floor, 35th Street.

Exceptional Values in Handkerchiefs

For Women

6 for 69c

Imported woven border styles on white cotton, also some colored linen sport handkerchiefs. They would usually be from 12c to 23c each.

For Men

6 for 69c

Extra large size white cotton hemstitched.

For Boys

6 for 39c

Fine white cotton hemstitched handkerchiefs, suitable for camp or school.

For Children

Box of 7 for 69c

Cunning little handkerchiefs with the day of the week embroidered on each one, "Monday," etc. White or colored grounds. Usually 89c box.

Macy's—Main Floor, Center.



Bathing Suits for "The 4th"

\$5.74

and worth much more!

If you like taffeta—

you'll be enthusiastic about this suit. It's attractively simple for the energetic swimmer who covers distance. It shows the new bateau neck, has a tie sash and is trimmed around the skirt with pin tucks. In black taffeta only. Illustrated A.

Perhaps you prefer

wool—

Then you will approve of this suit. Detachable combination style. It buttons over the shoulders and has a belt. In many becoming color combinations, or all black. Illustrated B.

Sizes 36 to 44

In Our Enlarged Bathing Suit Department

Macy's—Third Floor, 35th Street, Front.

Imported Black Surf Cloth 94c yard

A 32-inch light weight material—with a high satin finish.

Only 2½ yards are needed for the average size bathing suit.

Macy's—Lining Section, Second Floor, Front.



Special Sale of 1,500 New WHITE SWEATERS

Pure Mohair Slip-Ons,	\$2.74
Mohair Tuxedos and Slip-Ons,	\$4.64
Silk and Wool Tuxedos,	\$6.94
Silk Fiber Slip-Ons,	\$7.94
Silk Fiber Tuxedos,	\$10.74
Silk Slip-Ons,	\$13.74
Silk Tuxedos,	\$18.74

Slip-On Sizes 34 to 42

Tuxedo Sizes 36 to 46

Macy's—Third Floor, 35th Street, Front.



A Large and Specially Priced Collection of Charming Summer Hats



\$3.96

Our Usual Price Would Be \$5.49

Chapeaux which reflect the latest thought in the world of smart Millinery—and present to you the newest styles at prices which madame and mademoiselle can afford to pay. We illustrate three:—

A black satin hat with silver embroidery on brim and crown—effectively supplemented with a heavy twisted fold of silver cloth, cleverly held in place with cut jet buttons in front.

A white hat equally smart for sport or dress wear, the white satin body of which is brought out by the green embroidery on the turn-up brim, and by the pert fold of green ribbon at the side.

Another hat of black satin, also featuring the twisted fold of fabric trimming—only this time it's dull green velvet and silver, to match the line of green chenille about the brim.

Macy's—Second Floor, 34th Street, Front.

Summer Complexion Helps

Glycerine, Rose Water and Benzoin Lotion—Cooling, antiseptic and slightly bleaching in its action. 8-ounce bottle, 32c.
Quinilla—Relieves the sting from sunburn, and hastens skin convalescence. 3-ounce bottle, 17c.
Theatrical Cold Cream, 16-ounce jar, 49c. Unsurpassed as a general cold cream. Its use is no longer confined to the profession. The fine quality and low price recommend it to the woman who uses cold cream lavishly.
Cold Cream, 2-ounce jar, 18c; 14-ounce jar, 54c. Delightfully perfumed, and of the proper consistency to penetrate the pores and remove impurities.
Ayusha Perfume, extract, 1-ounce, 84c; 2 ounces, \$1.59. Toilet Water, 4 ounces, 84c.
Macy's—Main Floor, Rear.

Satin Breakfast Coats

Specially Priced

\$5.94

Made of excellent quality soft lustrous satin, trimmed with self ruching and delicate hand-made flowers.

In Copenhagen, navy, lavender, turquoise, rose, coral, purple.

Sizes 36 to 44

Women's Negligee Section

Macy's—Third Floor, 34th Street.

Designed in our own Studios

Whitbey

Capes and Coats

\$12.74 and \$13.74

For Women and Misses

Capes and Coats—designed in our own studios, embodying all the smartness and all the practicality which one expects to find in fine garments; all the verve and dash which one will invariably see in correct summer sport apparel.

Coats of flannel and Jersey, with the distinctive "Whitbey" collar and shoulder line, come in Jockey red, Hunter green, Copenhagen, brown, tan and black.

Capes of tweed, with contrasting collars of silk duvetyn, are boldly circular. In many colors.

Also in Junior Girls' Sizes 12 to 16

Macy's—Third Floor, Front.



Week-End Candy Special

For the Fourth of July

Packet Price **\$1.59**

Our usual price would be \$2.28

It wouldn't be Fourth of July without candy. Take the family a special Macy week-end packet. The assortment is varied enough to satisfy every member of the family.

Milk Chocolate Covered Fresh Fruits—strawberries, raspberries, cherries, pineapple, and blackberries. Full pound in box. Usual price 74c, Special price, 54c

Ideal Chocolate Fresh Roasted Almonds. Full pound in box. Usual price 69c, Special price, 49c

Assorted Perfection Matinee package. Full half pound in box. Usual price 46c, Special price 39c

Ideal Delmonico Squares (chocolate covered molasses coconut). Full pound in box. Special price, 39c

We also offer in our basement candy department, a complete assortment of Patriotic Party favors and candy crackers for the children.

Macy's—Main Floor, Front and Basement, Center.

R. H. Macy & Co.
Herald Square Inc. New York

We Sell Merchandise of Taste and Quality at Lowest-in-the-City Prices—For Cash Only

Merchandise Advertised Here on Sale Tomorrow